

(1) generating an output file that contains computer program instructions or data;

(2) storing some portion of said output file at a memory; and

(3) transmitting said portion of said output file with said signal;

controlling an ultimate receiver station on the basis of information communicated with said signal, said second step of controlling comprising the steps of:

- (1) storing said portion of said output file;
- (2) selecting an apparatus to control by processing said portion of said output file; and
- (3) controlling said selected apparatus.

3. The method of claim 2 wherein said output file is a program instruction set and said second step of controlling further comprises the step of:

receiving a signal by controlling said selected apparatus.

4. The method of claim 2 wherein said output file is a program instruction set and said second step of controlling further comprises the step of:

enabling some portion of a mass medium program presentation at an output device by controlling said selected apparatus.

5. The method of claim 2 wherein said output file is a program instruction set and said second step of controlling further comprises one of the steps of:

selecting some generally applicable information; and

outputting some generally applicable information.